A SYNOPSIS OF THE PROPOSED Ph.D THESIS ENTITLED

"A STUDY ON USERS BEHAVIOUR AND ADOPTION OF FINANCIAL TECHNOLOGY(FINTECH) WITH SPECIAL REFERENCE TO NANDED DISTRICT"

Synopsis Submitted to the

Swami Ramanand Teerth Marathwada University, Nanded

For the Degree of

Doctor of Philosophy(Ph.D)

In

Commerce

Under the Faculty of

Commerce & Management

Submitted By

Solanke Umesh Shankarrao

(Researcher)

Under the Guidance of

Prof.(Dr.)D.M.Khandare

(M.com, M.Phil., Ph.D.)

Sr. Professor and Dean

School of Commerce and Management Sciences,

Swami Ramanand Teerth Marathwada University, Nanded.

2023

"A STUDY ON USERS BEHAVIOUR AND ADOPTION OF FINANCIAL TECHNOLOGY(FINTECH) WITH SPECIAL REFERENCE TO NANDED DISTRICT"

1. Introduction :

Financial technology, commonly referred to as "FinTech," is a rapidly growing industry that combines finance and technology to provide innovative financial services and solutions to users. FinTech has revolutionized the way we conduct financial transactions and has enabled users to access financial services in a more convenient and efficient manner. At the national level, government policies and regulations play a crucial role in shaping the FinTech industry. Governments around the world are increasingly recognizing the importance of FinTech and are developing policies to encourage innovation and growth in the industry while also ensuring consumer protection. At the local level, FinTech companies are typically categorized into three main groups: payment companies, lending companies, and investment companies. Payment companies provide online payment services and digital wallets, while lending companies offer online loans and credit services. Investment companies offer online investment platforms and financial advisory services. Users of FinTech services typically exhibit a variety of behaviours, ranging from adoption and usage patterns to concerns about privacy and security. Users may be attracted to FinTech services due to their convenience, accessibility, and cost-effectiveness, while others may be wary of the potential risks associated with using digital financial services.

Overall, FinTech is a dynamic and rapidly evolving industry that is transforming the way we interact with money and financial services. Understanding user behaviour and attitudes towards FinTech is crucial for both policymakers and FinTech companies in order to ensure the industry continues to grow and provide value to users while also addressing any potential risks and concerns financial technology, also known as FinTech, is a term used to describe the use of technology to improve and automate financial services. In recent years, the development of financial technology has been accelerating, and it is transforming the way we do business and manage our finances. This research will provide an introduction to financial technology, discussing its history, its impact on the financial services industry, and some of the key trends and challenges facing the industry today.

- **Meaning of Financial Technology(FinTech)**

Financial Technology, commonly known as "FinTech" refers to the application of technology, software, and innovation to deliver financial services, products, and solutions in a more efficient, accessible, and customer-centric manner. FinTech companies leverage cutting-edge technologies such as artificial intelligence, big data, block chain, cloud computing, and mobile applications to transform and disrupt traditional financial services across various sectors, including banking, payments, lending, insurance, wealth management, and more. The goal of FinTech is to enhance financial processes, improve user experiences, increase financial inclusion, and drive innovation in the financial industry. FinTech continues to evolve, data analytics and artificial intelligence play an increasingly significant role.

Moreover, the regulatory landscape surrounding FinTech is continuously evolving. Regulators face the challenge of striking a balance between fostering innovation and protecting consumers and financial stability. Different jurisdictions have varied approaches to regulating FinTech, and regulatory uncertainty can present hurdles for FinTech start-up's operating across borders.

- **Impact of Financial Technology on the Financial Services Industry :**

The development of financial technology has had a significant impact on the financial services industry. It has enabled financial institutions to offer new products and services, reduce costs, and improve the customer experience. For example, online banking has made it easier for consumers to access their accounts and perform transactions, while mobile banking has made it possible to access accounts from anywhere, at any time.

Financial technology has also enabled the development of new financial products and services, such as peer-to-peer lending and crowd funding. These platforms allow individuals to lend and borrow money directly, without the need for a traditional financial institution. This has disrupted the traditional banking model and opened up new opportunities for individuals and small businesses to access finance.

Another major impact of financial technology has been the rise of digital currencies, such as Bitcoin and Ethereum. These currencies are based on block chain technology, which allows for secure, decentralized transactions without the need for intermediaries. While digital currencies are still in their early stages, they have the potential to transform the way we think about money and financial transactions.

- **Trends in Financial Technology :**

There are several key trends shaping the financial technology industry today. One of the biggest trends is the use of artificial intelligence (AI) and machine learning to improve financial services. AI and machine learning algorithms can analyze vast amounts of data and provide insights into customer behaviour, risk management, and fraud detection. They can also be used to develop personalized financial advice and investment strategies.

Another trend in financial technology is the rise of open banking. Open banking refers to the sharing of financial data between different institutions and platforms, with the customer's consent. This allows customers to access a wider range of financial products and services, and enables financial institutions to develop new products and services based on customer data. Regulatory technology, or RegTech, is another important trend in financial technology. RegTech refers to the use of technology to automate compliance and regulatory reporting. This can help financial institutions to comply with regulations more efficiently, reduce the risk of regulatory violations, and improve overall risk management.

- **Challenges Facing the Financial Technology Industry :**

While financial technology has the potential to revolutionize the financial services industry, there are also several challenges facing the industry. Financial technology, or FinTech, encompasses a wide range of products and services that use technology to improve and automate financial services. Here are some of the most common types of financial technology:

- **Online Payment Platforms:** These platforms facilitate electronic transactions, allowing individuals and businesses to make payments and transfer funds online securely and conveniently. Examples include PayPal, Square, and Stripe.
- **Peer-to-Peer (P2P) Lending:** P2P lending platforms connect borrowers directly with lenders, eliminating the need for traditional financial intermediaries such as banks. These platforms match lenders and borrowers, enabling individuals and small businesses to access loans or invest money. Examples include Lending Club and Prosper.
- **Digital Banking:** Digital banks operate solely online, offering a range of banking services without physical branches. They provide features like online account management, mobile banking apps, and virtual customer support. Examples include Ally Bank, Yono SBI, Chime, and Manzo.
- **Robo-Advisors:** Robo-advisors use algorithms and automation to provide personalized investment advice and portfolio management services. These platforms typically offer lower fees compared to traditional financial advisors. Examples include Betterment, Wealth front, and Acorns.
- **Cryptocurrencies and Blockchain:** Cryptocurrencies like Bitcoin and Ethereum, as well as Blockchain technology, have transformed the financial industry. They offer decentralized and secure digital transactions, smart contracts, and potential applications in areas like remittances and supply chain finance.
- **Insurtech:** In surtech refers to the use of technology to enhance the efficiency and accessibility of insurance services. Insurtech companies leverage data analytics, artificial intelligence, and digital platforms to streamline processes, improve underwriting, and create new insurance products.
- **Regtech:** Regulatory technology, or regtech, focuses on developing solutions to help financial institutions comply with regulations and manage risk. Regtech tools automate compliance processes, monitor transactions for fraud and money laundering, and ensure adherence to regulatory requirements.
- **Crowdfunding:** Crowd funding platforms enable individuals or businesses to raise funds from a large number of individuals, often through small contributions. It has become an alternative method for financing ventures, projects, and charitable causes. Examples include Kickstarter and Indie gogo.
- **Digital Wallets:** Digital wallets, or e-wallets, allow users to store and manage their payment information digitally. They enable convenient online and in-store transactions through mobile devices or other digital platforms. Examples include Apple Pay, Google Pay, Paytm, Phone pe, Bharat pay and Samsung Pay.
- **Financial Planning Tools:** These tools leverage technology to assist individuals in managing their personal finances, budgeting, tracking expenses, and setting financial goals. Examples include Mint, Personal Capital, and YNAB (You Need a Budget).

These are just a few examples of the diverse range of FinTech solutions available today. The field of financial technology continues to evolve rapidly, driven by advancements in technology, changing consumer behaviours, and regulatory developments.

Users behaviour and perception of financial technology(FinTech) varies depending on several factors, including age, income, education, and experience with technology. Here are some common perceptions and behaviours of users towards FinTech:

- **Convenience**: Many users appreciate the convenience that FinTech offers, including the ability to perform transactions online or through a mobile app, access financial services 24/7, and receive personalized financial advice.
- **Trust:** Users' trust in FinTech companies can be influenced by several factors, including the company's reputation, the quality of their customer service, and the security measures in place to protect their personal and financial information.
- **Security:** Security is a top concern for many users of FinTech, especially in light of high-profile data breaches and cyber attacks. Users are more likely to trust FinTech companies that have strong security measures in place, such as encryption, two-factor authentication, and biometric authentication.
- **Cost**: Many users appreciate the lower costs associated with using FinTech services, compared to traditional financial institutions. For example, peer-to-peer lending platforms often offer lower interest rates than traditional lenders, and some robo-advisors have lower fees than traditional financial advisors.
- **Learning curve:** Some users may be hesitant to use FinTech services because they are unfamiliar with the technology or the financial concepts involved. FinTech companies can address this by providing educational resources and user-friendly interfaces.
- **Age:** Younger users tend to be more comfortable with using technology and may be more willing to adopt FinTech services than older users. However, older users may also see the benefits of FinTech, such as easier access to financial services and personalized financial advice.
- **Income:** Users with lower incomes may see FinTech services as a way to access financial services that they might not otherwise be able to afford. However, they may also be more concerned about the cost of the services and the security of their personal and financial information.

Overall, users' perception of FinTech can be influenced by several factors, including convenience, trust, security, cost, and the user experience. FinTech companies that can address these concerns and provide high-quality, user-friendly services are likely to be more successful in attracting and retaining users.

Study is the important for the adoption for customer user's face the problems on the financial technology. What was the happening in recent years in financial technology It will be define the researcher in this study. This study will be focuses on users behaviour perception towards Adoption of Financial technology in the research work.

Thus, the study on users behaviour and Adoption of Financial technology (FinTech) is very important from the point of view of financial technology online services. In this research, the researcher will be study on the users behaviour, perception, awareness and adoption of financial technology specially for the rural areas in Nanded district users customers.

2. Review of literature :

- **According to research conducted by Jagtiani& Lemieux (2017**), FinTech adds credit modelling. FinTech has enhanced financial inclusion and has allowed some borrowers to be assigned better loan ratings and receive lower-priced credit than before. It can make borrowers more often to take loans at FinTech, so that the borrowers are not on time to pay loans at rural banks. As a result, non-performing loans at rural banks has increased.
- **The Joint Small Business Credit Survey Report (2015**) in Jagtiani& Lemieux (2017) stated that credit in banks has a complexity in providing loans. The findings of the Federal Reserve are small businesses encounter obstacles in taking credit loans in rural banks. Therefore, from these difficulties, small businesses prefer to switch in taking credit loans to alternative online lenders or FinTech. From the findings, FinTech is growing and caused a decline in the income of rural banks. Rural Banks cannot expand lending to people and debtor cannot payback the loans which causes an increasing in NPL. This finding is supported by the research from Schweitzer and Barkley (2017), which examined the characteristics of businesses that take loans from online lenders. The findings are in line with the argument that businesses denied funding by banks turned to FinTech lenders to arrange credit for their businesses that would not qualify for traditional bank financing.
- **In the other hand, research conducted by Yang (2015)** stated that in exchange for provide funding, traditional financial institutions are able to draw on the insights of startup companies in order to stay on the forefront of the technology. It means the emergence of FinTech can help Rural Banks become more efficient. The positive relationship between rural banks and FinTech can make the borrower carries out credit smoothly and reduces the value of delinquent or decrease the value of Non-Performing Loans.
- **The different results were found in Sorkin (2016)** in his research conducted in Europe, which said the emergence of FinTech companies still caused a lot of debate over whether FinTech companies would eventually replace banks in performing lending and other functions.
- **NPL in rural bank According to research conducted by Dermine (2017)** in the US Lending Club, it is getting results that Lending Club has achieved success in penetrating unsecured consumer credit loans. This is evidenced by a decrease in the Bank's revenue due to sharing or the existence of cooperation between banks and FinTech. The decline in the bank's revenue made the value of Return on Assets was decreased.
- **Guo and Liang (2016)** in their research also stated that the emergence of FinTech made a decrease in ROA in commercial banks in China during 2014 to 2016. It was due to the number of internet financial platforms or FinTech applications having reached more than 8.490 and the number of active users until 2016 was 710 million, and internet finance users accounts for 87% of total internet users in China. Since the emergence of FinTech continues to grow, it will penetrate more in the everyday scenario of its customers, which in turn creates a significant threat to the dominant position occupied by the According to Nakashima (2018), the new era when

technology began to be used to provide services that were needed and could be accepted by community easily and directly or indirectly created new ways for society, so this made the emergence of new cultures. FinTech can realize such a business scheme and new business model, and these are forms of technology that will be demand in the future for the community. when community demand can be fulfilled, this makes the community begin to switch to using FinTech in conducting transactions especially in credit loans. Continuously, it can affect the income of the Rural Bank which is reflected in the decline on ROA.

- **According to Skan, Dickerson, & Masood (2015**) in a survey among financial services executives, 80% of the participants stated that collaboration with startups brings new ideas into their businesses. It is a positive impact for financial institution such as rural banks, because from collaboration with FinTech startup can generate a new profit that directly or indirectly increases company's ROA.
- **According to research conducted by Ozili (2018),** Digital finance through FinTech providers has positive effects toward financial inclusion in emerging and advanced economies, and the convenience that digital finance provides to individuals with low and variable income is often more valuable to them than the higher cost they will pay to obtain such services from conventional regulated banks. These results indicate that debtor will more often distribute their funds to FinTech than at banks and bank will be facing difficulties in terms of liquidity if there are new creditors, due to a decrease in funds from third parties or depositors.
- **The different result is shown by Scott, Van Reenen, and Zachariadis(2017).** Innovation in digital finance can have long-term positive effects for banking performance. They examined the impact on bank performance of the adoption of SWIFT, a network-based technological infrastructure and set of standards for worldwide interbank telecommunication. They examined 6.848 banks in 29 countries in Europe and the U.S. They found that the adoption of SWIFT has large effects on profitability in the long-term and these profitability effects are greater for small banks than for large banks and exhibits significant network effects on performance.
- **Different result is shown by CGAP (2015)** which stated that digital financial inclusion can improve the welfare of individuals and businesses that have reliable digital platform with which to access funds in their bank accounts to carry out financial transactions. Because of the frequent transactions, the total assets of the bank have been invested in loans decreased, it means that banks are more liquid in providing loans.Positive result is also found in the research conducted by Boot (2017) which stated that FinTech are not typically independent of banks, but have developed in joint ventures or other types of alliances with traditional banks. Through this joint ventures or partnership, banks can fulfill obligations in providing funds to third parties.
- **According to Lu (2018)** in his research conducted in one of FinTech industry namely Ant Financial Services Group (Alipay), it is found that the services industry has been accepted by millions of retailers and online shops, making Aliped become the largest digital payment system. Another FinTech is My Bank, as an online-based lender has utilized big data and artificial intelligence to offer loan services to small businesses that do not have access to mainstream financial institutions. Both FinTech provides consumers with better, safer, and more accessible financial services.

3. Research Gap for the Study :

There are several possible research gaps find a researcher in the study of financial technology, depending on the specific area of focus and research question. However, here are some potential research gaps that could be explored:

User adoption and usage behaviour: Despite the growing popularity of financial technology, there is still a lack of understanding about what motivates users to adopt and use these technologies, and what factors influence their usage behaviour. More research is needed to investigate the factors that drive user adoption and usage, as well as the barriers that prevent certain users from adopting or fully utilizing these technologies.

Impact on financial inclusion: While financial technology has the potential to increase financial inclusion and reduce the gap between the banked and unbanked populations, there is still limited evidence on the actual impact of FinTech on financial inclusion. More research is needed to understand how FinTech can effectively reach and serve underserved populations, as well as the potential risks and unintended consequences of FinTech adoption.

Regulation and policy: The rapid growth of FinTech has posed new challenges for regulators and policymakers in terms of ensuring consumer protection, maintaining financial stability, and promoting innovation. There is a need for more research on the effectiveness of different regulatory approaches, as well as the potential trade-offs between promoting innovation and protecting consumers.

Cyber security and data privacy: The increasing reliance on technology in financial services also raises concerns about cyber security and data privacy. More research is needed to understand the vulnerabilities and risks associated with FinTech, as well as the best practices for mitigating these risks and protecting consumers' data.

Impact on traditional financial institutions: The growth of FinTech has disrupted traditional financial institutions and challenged their business models. More research is needed to understand the impact of FinTech on the competitiveness and profitability of traditional financial institutions, as well as the potential implications for financial stability. This are the research gap find a researcher.

4. Significance of the Study :

The significance of the study "A Study on Users Behaviour and Adoption of Financial Technology with Special Reference to Nanded district" lies in its potential to provide valuable insights into the factors that influence the adoption of financial technology (FinTech) among users in the Nanded district.

FinTech has emerged as a game-changer in the financial industry, and its adoption has been on the rise globally. However, the adoption of FinTech in rural areas such as the Nanded district in India has been relatively slow due to various socio-economic and cultural factors. By conducting this study, researcher will gain a better understanding of the factors that affect FinTech adoption in rural and urban areas and identify the challenges that need to be addressed to promote FinTech adoption. The study may also help financial service providers to design and develop more user-friendly FinTech products and services that cater to the needs of the rural population. Furthermore, the study's findings can provide insights for policymakers to develop appropriate policies and regulations that promote FinTech adoption and support financial inclusion initiatives in rural areas.

Overall, this study's significance lies in its potential to contribute to the growth and development of the FinTech industry in rural areas and support financial inclusion initiatives.

5. Statement of the Problem:

Financial technology (FinTech) has emerged as a disruptive force in the financial services industry, offering new ways to deliver financial products and services. While FinTech has the potential to improve financial inclusion, enhance financial stability, and reduce costs, there are also concerns about its impact on traditional financial institutions and their ability to compete. Additionally, there are concerns about the potential risks associated with FinTech, such as cyber security and data privacy issues.

Therefore, the problem statement for a research study on financial technology could be: The impact of financial technology on traditional financial institutions, financial inclusion, and the overall financial system, while considering the potential risks and challenges that may arise from its widespread adoption.

6. Need of the Study :

A research will study on financial technology (FinTech) can be valuable for users in several ways:

Understanding new financial products and services: FinTech has introduced a wide range of new financial products and services, such as mobile payments, peer-to-peer lending, and robo-advisors. A research study can help users understand these new offerings, their benefits and risks, and how they can be effectively used.

Improving financial decision-making: FinTech tools can help users make better financial decisions, such as by providing personalized investment advice, budgeting assistance, and credit score monitoring. A research study can help users understand how to use these tools effectively and maximize their benefits.

Enhancing financial literacy: FinTech can also be a powerful tool for enhancing financial literacy, particularly among underserved populations. A research study can help identify effective strategies for using FinTech to improve financial literacy and promote financial inclusion.

Managing financial risks: FinTech has introduced new risks for users, such as cyber security threats and data breaches. A research study can help users understand these risks, and identify effective strategies for managing them.

Advocating for user needs: Finally, a research study can help users advocate for their needs and interests in the rapidly evolving FinTech landscape. By providing insights into user preferences, concerns, and experiences with FinTech, a research study can inform policy discussions and help shape the development of new FinTech products and services. Overall, a research study on FinTech can provide valuable insights and guidance for users, helping them to make better financial decisions, manage risks, and advocate for their needs and interests in the FinTech landscape. There are above mentioned needs of the study for Users behaviour perception satisfaction toward financial technology.

7. Objectives of the Study :

- To identify the most preferred FinTech services among users and understand the reasons behind their preferences in Nanded district
- To investigate the role of socio-economic status influencing on FinTech users behaviour and adoption in Nanded district.
- To study the risk tolerance and impact of covid19 pandemic on users behaviour and adoption of financial technology (FinTech) in Nanded district.
- To examine the impact of FinTech adoption on users financial behaviour, such as their savings, investments, debt management, and overall financial well-being in Nanded district.
- To Study the factors that influence users adoption of financial technology(FinTech) services, such as ease of use, perceived trustworthiness, Financial literacy and perceived risk in Nanded district users
- To assess the awareness and knowledge levels among FinTech users regarding cyber security risks associated with financial technology (FinTech) services in Nanded district

8. Hypothesis of the Study:

In this present study researcher will set null and alternative hypothesis for the research study.

And there is denoting by alternative hypothesis is H_1 and null hypothesis is H_0

- **#Hypothesis 1.**

H_1 – There is significant relationship between FinTech users' behaviour and adoption.

H_0 - – There is no significant relationship between FinTech user's behaviour and adoption.

- **#Hypothesis 2**.

H_1 – There is significant relationship between male and female FinTech users.

H_0 – There is no significant relationship between male and female FinTech users.

- **#Hypothesis 3.**

H_1 - There is significant relationship between FinTech user's satisfaction level and Perception level.

H_0 - There is no significant relationship between FinTech user's satisfaction level and Perception level.

- **#Hypothesis 4.**

H_1 - There is significant relationship between Impact of covid19 pandemic and risk tolerance of the FinTech users.

H_0 - There is no significant relationship between impact of covid19 pandemic and risk tolerance of the FinTech users.

9. Research Methodology :

Research methodology is the very important for every research study the researcher will be use in this research Study Primary and secondary data. This research will be studied in descriptive and exploratory research. In the simple word terms methodology can be defined as, it is used to give clear cut idea on what the researcher carrying out his research.

Researcher will be data collected both primary and secondary data research for study on users behaviour and adoption of financial technology (FinTech) with special reference to Nanded district. Would involve the following:

❖ Primary data collection :

The study bases on the primary data, for the collection of primary data the researcher will conduct the field survey and interviews for the purpose of collecting primary data.

- Survey questionnaires :
- Personal Interviews:
- Focus group discussions
- Observation and Personal visits

❖ Secondary data collection:

Researcher will collect secondary data in the following resources.

- Published reports
- Research Journal
- Newspaper
- Periodicals
- Magzines
- Internet
- Government publication
- Websites
- Online sources

10. Research Design:

In this research study researcher will be use descriptive, exploratory and survey research method.

11. Sample Plan :

Total Population of Nanded district according to census 2011 In 2011, Nanded had population of 3,361,292 of which male and female were 1,730,075 and 1,631,217 respectively. In 2011 census, Nanded had a population of 2,876,259 of which males were 1,481,358 and remaining 1,394,901 were females. Nanded District population constituted 2.99 percent of total Maharashtra population.

Calculating the sample size for a research study on Users Behaviour and Adoption of Financial Technology FinTech) in Nanded District, Maharashtra, involves several factors, as mentioned earlier. Without specific values for these factors.

Let's assume the following values:

- Confidence level (CL): 95% (corresponding to a 5% chance of making a Type I error).
- Margin of error (ME): 5% (acceptable maximum variation).
- Population size (N): Suppose there are approximately 50,000 FinTech users in Nanded District.

We will use the following formula to calculate the sample size (n):

n = (Z^2 * p * (1 - p)) / (ME^2)

where: Z is the Z-score for the chosen confidence level (1.96 for a 95% confidence level). p is the estimated proportion of the population that exhibits the behaviour of interest. Since we don't have an exact estimate, let's assume p = 0.5 (maximum variability) to get a conservative estimate. ME is the margin of error.

Now, let's plug in the values and calculate the sample size:

n = (1.96^2 * 0.5 * (1 - 0.5)) / (0.05^2) n = (3.8416 * 0.5 * 0.5) / 0.0025 n = 0.9604 / 0.0025 n ≈ 384.16

Therefore, the estimated Minimum sample size for this research study will be approximately 385 respondents. But, In This Study researcher will be select 400 of respondents of FinTech users in Nanded district. Nanded city is located in the state of Maharashtra, has witnessed rapid growth in recent year, With the growth of the economy and financial technology users using in the city, there has been a corresponding increase in the city number of FinTech users financial services online platform opportunities available to its residents. as such, it important to understand the behaviour of users and adoption of financial technology. For this purpose researcher will selected the sample in Nanded district talukas. In Nanded district has 16 Talukas. Researcher will select for this study 16 talukas.

Table : Taluka Wise Sample Selected For Research Study

Sr.No.	Selected Talukas for Sample	Total Number of Respondents will Selected
1.	Nanded	25
2.	Ardhapur	25
3.	Bhokar	25
4.	Mudkhed	25
5.	Loha	25
6.	Kandhar	25
7.	Kinwat	25
8.	Hadgaon	25
9.	Himayatnagar	25
10.	Dharmabad	25
11.	Naigaon	25
12	Umri	25
13.	Biloli	25
16	Mukhed	25
15	Degloor	25
16	Mahur	25
	TOTAL RESPONDENS =	400

SOURCE : PRIMARY DATA

So, The researcher will going to take 25 respondents for each taluka to conduct this research.

12. Tools and Techniques for Analysis :

Once the data is collected, it needs to be processed and analyzed to draw meaningful conclusions. The researcher will be use software such as SPSS or Excel to process and analyze the data. Descriptive statistical analysis techniques such as mean, standard deviation, and frequency distribution will be used to summarize the data collected, While inferential statistical analysis techniques such as regression analysis Chi-Square, T-test, Z-test, Tables, Graphs etc. Will be used to determine the relationship between variables.

13. Scope of the Study :

The scope of the study "A Study on Users Behaviour and Adoption of Financial Technology(FinTech) with Special Reference to Nanded District" is to investigate the adoption and usage of financial technology (FinTech) among users in the Nanded district. The study aims to examine the factors that influence the adoption of FinTech, including the socio-economic and cultural factors that may affect users' behaviour towards FinTech. The study also intends to identify the most commonly used FinTech services in the Nanded district and evaluate their level of satisfaction with these services.

The study's scope is limited to the Nanded district and does not cover other rural areas or urban regions in India. The study primarily focuses on the users' perspective and does not cover the perspective of FinTech service providers.

The research methods used in this study may include surveys, interviews, and observations to collect data from users of FinTech services in the Nanded district. The data collected will be analyzed using statistical and other relevant methods to derive meaningful insights into users' behaviour and adoption of FinTech in the district. Overall, the study's scope is to provide a comprehensive understanding of FinTech adoption and usage in the Nanded district and contribute to the development of strategies and policies that promote financial inclusion and FinTech adoption in rural areas.

14. Limitations of the Study :

- This study will cover the individual FinTech users behavior and adoption limited to Nanded district only.
- This Study is to limited to Time and Money.
- This Current study will does not take into account caste and religion of FinTech users in line with users behaviour.

15.Purposed Chapter Planning :

CHAPTER.1. Introduction of the topic.

CHAPTER.2. Overview of Financial technology (FinTech)

CHAPTER.3. Literature Review.

CHAPTER.4. Research Methodology.

CHAPTER.5. Data Analysis and Interpretation.

CHAPTER.6. Findings, Conclusion, Suggestions.

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Books :

1) Research methodology By C.R. Kothari
2) The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries. By Susanne Chishti & Janos Barberis
3) FinTech in a Flash: Financial Technology made Easy. By Mr Agustin Rubi

Solanke Umesh Shankarrao
(Researcher)

Prof.(Dr.)D.M.Khandare,
Research Guide and Dean,
School of Commerce and Management Sciences,
SRTM University, Nanded.

Sr. Professor,
School of Commerce and
Management Sciences,
S.R.T.M. University, Nanded